



Summer Food Service Program

Food That's In When Iowa's Schools Are Out

Iowa Department of Education
Bureau of Nutrition, Health and Transportation Services

July 2009

Welcome to the 2009 Summer Food Service Program

Welcome to the 2009 Summer Food Service Program (SFSP). This is a banner year for new sponsors joining the SFSP. Five private non-profits (Athletics for Education and Success-Ft. Dodge, Salvation Army-Ottumwa, Scott County Family Y-Buffalo/Blue Grass, St. Mark's United Methodist Church-Cedar Rapids and Wildwood Hills Ranch-St. Charles), one governmental agency (City of Royal), and 13 school districts (Chariton CSD, Columbus CSD, Grinnell-Newburg CSD, Hampton-Dumont CSD, Jefferson-Scranton CSD, Pocahontas Area CSD, Shenandoah CSD, Southeast Webster-Grand CSD, Van Buren CSD, Wapello CSD, *Washington CSD,* Wayne CSD and West Liberty CSD) plus 67 returning sponsors.
*Past Participation

Early indications tell us that you folks are really having fun and, no doubt, working very hard.

We at the State Agency thank each of you for feeding our children this summer through the SFSP.



Racial Ethnic Data Reporting

Don't forget that the racial ethnic data report on EACH site in operation must be completed before a claim can be filed. This report is different from the one on the sponsor application and must be based on an actual count of kids being served.

Caps...



Caps are the maximum number of meals you will be permitted to claim at your site. When you completed the application on-line, you estimated how many meals you expect to serve. The cap is calculated as 115% of this number (just in case you had a few extra kids).

Especially for all you new sponsors, your estimate of the number of meals you thought you would serve was a guesstimate...you had no experience in the program to guide you. By June 4 we had already heard from some new sponsors who got surprised at the number of kids who showed up to eat...MANY more than they expected! In the first week of the program they were already at or above their cap! Yikes!

The cap is easy for us to adjust, so just give Rod Bakken a call at 515-281-4760 or Nancy Christensen an email at nancy.christensen@iowa.gov and we can adjust your cap.

PS: we hope to hear from a lot of you about this!

...and Hats

Hats off to all you folks out there doing a great job feeding kids this summer! Here are a few new sponsors in the spotlight:

At CHARITON, in pouring rain (3 inches!) on the first day of service at this new sponsor, 65 kids came for lunch. On the second day, 100 kids (bright and sunny). There were lots of adults bringing in several kids, including Dads on a day off, older teenagers with their



summer babysitting kids, and of course Moms. There were lots of cell phone calls during lunch the second day, with kids calling their friends and adults letting other adults know how good the lunch was and what lunch was going to be the next day. By the end of the week, they were serving 200 kids.

At SOUTHEAST WEBSTER-GRAND, in Burnside, their program started off hot and has stayed that way, with high participation on the very first day. The ball team stopped by to stoke their furnaces before setting off on the bus for an away game. At GRINNELL, day camps operated by the hospital and other organizations brought their kids over for meals, nearly eliminating the problem of sack lunches.

Keeping Kids Coming

Keeping kids coming all summer long can be a challenge. Here are some ideas:

- Keep interest up by awarding prizes but keep the prizes a surprise. Local stores may be willing to give you a free pass to rent a movie or a video game, or the pool will give you a free pass. Put a sticker on some of the trays/ bags/ packages/ sandwich wrappers and give the kid who gets the sticker a prize. Do this every day or just once in a while;
- Partner with a local merchant to have kids earn prizes. Give kids a ticket or use a punch card to reward kids who attend. Five punches earns an ice cream or ten punches can be traded for a book;
- Partner with a local merchant for a really big prize, like a bike. Kids who attend get a ticket to put their names in for a drawing;
- Partner with the library to move story hour to your site;
- Invite the fire truck to the meal site and provide stop/drop/roll fire safety education;
- Invite the ambulance to the meal site and provide wellness education;

- Publicize, publicize, publicize. Put the menu on the local access channel, post menus at the Laundromat, library, etc.,
- Partner with the folks at DHS or the WIC clinic or the local health center. Bring some colorful flyers to them to distribute to their clients.

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